

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- TWTF - -	1		\$300.00	0.00							
8	WKYC	09/18/12	09/21/12	M-F 5-6a	CM	5a-6a	- TWTF - -	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
Channel 3 News @ 5AM															
COMMENTS APPLY TO SUB LINES A THRU B															
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- TWTF - -	1		\$850.00	0.00							
9	WKYC	09/18/12	09/21/12	M-F 5-6p	CM	5p-6p	- TWTF - -	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
Dr. Phil															
COMMENTS APPLY TO SUB LINES A THRU B															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- TWTF - -	2		\$1,400.00	0.00							
10	WKYC	09/18/12	09/21/12	M-F 6-630p	CM	6p-630p	- TWTF - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Channel 3 News at 6p															
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- TWTF - -	1		\$2,500.00	0.00							
11	WKYC	09/25/12	09/27/12	M-F 730-8p	CM	730-8p	- TWT - - -	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	- TWT - - -	1		\$1,800.00	0.00							
12	WKYC	09/18/12	09/21/12	M-F 9-10a Today II	CM	9a-10a	- TWTF - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
Today Show II															
COMMENTS APPLY TO SUB LINES A THRU B															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- TWTF - -	1		\$800.00	0.00							
14	WKYC	09/22/12	09/23/12	EN (Sa-Su)	CM	6P-7P Sa/Su	- - - - - SS	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Early News (Sa-Su)															
(6:00 PM-6:30 PM)															
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- - - - - SS	1		\$2,500.00	0.00							
17	WKYC	09/23/12	09/23/12	Su 12-1230p	CM	12-1230p /Su	- - - - - S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
Channel 3 News at Noon Su															
CH3 NOON NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- - - - - S	1		\$800.00	0.00							
18	WKYC	09/23/12	09/23/12	Sun 9-1030a	CM	9a-1030a	- - - - - S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
Channel 3 News Sun 9a															
CH3 NEWS SUN @ 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- - - - - S	1		\$1,800.00	0.00							
19	WKYC	09/30/12	10/07/12	Sun Prime 1st Half	CM	6:57p-9p	- - - - - S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
Sunday Prime 1st half															
(7:00 PM-8:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	- - - - - S	1		\$4,500.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	09/24/12-09/30/12	Sun Prime 1st Half			6:57p-9p	(7:00 PM-8:00 P	----- Su	:30	(\$4,500.00)	0.00	NM			
See MG 19.3,19.4															
[Prgm Change] nfl															
3	NKYC	09/30/12-09/30/12	Golf Ryder Cup			7A-6PM	(12:00 PM-6:00 P	----- Su	:30	(\$800.00)	0.00	NM			
Ⓜ Credited															
4	NKYC	09/23/12-09/23/12	Football Night in America			Various		----- Su	:30	\$4,500.00	0.00	NM			
Ⓜ MG for 17.2,19.1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	- - - - - S	1		\$4,500.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	NKYC	10/01/12-10/07/12	Sun Prime 1st Half			6:57p-9p	(7:00 PM-8:00 P	----- Su	:30	(\$4,500.00)	0.00	NM			
Credited															

Order / Rev: 701570
 Alt Order #: 06246970
 Flight Dates: 09/18/12 - 10/08/12

Advertiser: House Majority PAC
 Product Desc: House Majority PAC
 Estimate: 1498

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	WKYC	09/30/12	10/07/12	Sun Prime 1st Half Sunday Prime 1st half	CM	6:57p-9p (7:00 PM-8:00 PM)	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
23	WKYC	09/25/12	09/27/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-TWT---	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		3				\$800.00		0.00			
24	WKYC	09/25/12	09/27/12	Early Today Early Today	CM	4a-430a	-TWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		4				\$100.00		0.00			
25	WKYC	09/25/12	09/27/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWT---	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		4				\$800.00		0.00			
26	WKYC	09/25/12	09/27/12	M-F 430a-5a 430a News	CM	430a-5a	-TWT---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		1				\$300.00		0.00			
27	WKYC	09/25/12	09/27/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-TWT---	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		3				\$850.00		0.00			
28	WKYC	09/25/12	09/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWT---	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		4				\$1,400.00		0.00			
29	WKYC	09/25/12	09/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWT---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		1				\$2,500.00		0.00			
30	WKYC	09/25/12	09/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWT---	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		5				\$800.00		0.00			
													Totals	42	\$43,400.00